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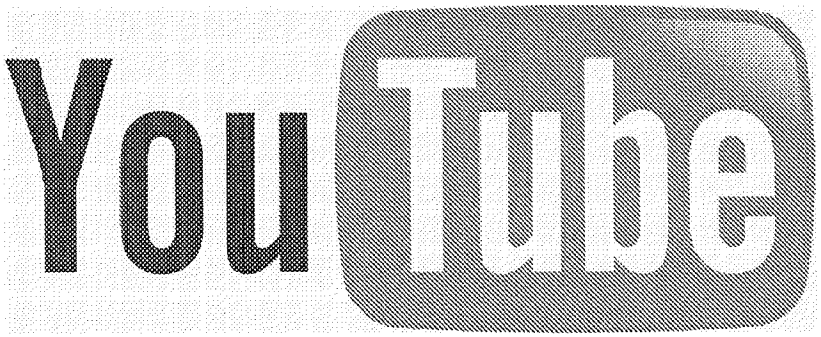

Advertising Operations - Summary & Overview

October 2006

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Ad Operations – Who we are

Jeff Mayo
Sr. Director of Ad Ops
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(d) [redacted]
(c)

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(c)

Joanna Ging
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(c)

Phoebe McDowell
Media Coordinator
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(d) [redacted]
(c)

Need something? Pick up the phone

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Audience

October 2006

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Users By The Numbers

Unique Users

- Captured 30 million USA unique users
- Ranked 14th among web destinations
- Reached 19% of USA internet users

Registered Users

- 200,000 new registered users per day
- 19 million registered users to date

Video Uploads

- 70,000 videos uploaded per day
- ~6 million videos uploaded to date

Community Dynamics

- 50,000 subscriptions per day
- 80,000 friends added per day
- 800,000 videos "favorite" per day

Nielsen: September 2006

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October 2006

Metrics

Unique Visitors (mo)	30 Million (Avg) US only
Active Reach	19.2%
Web Destination Rank	14th

Source: HBX October 2006, Nielsen 2006

Gender	Audience Composition
Male	56%
Female	44%

Source: Nielsen 2006

Age	
2 – 11	2%
12 – 17	14%
18 – 24	7%
25 – 34	16%
35 - 49	36%
50 - 54	9%
55 – 64	10%

Source: Nielsen 2006

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Metrics cont.

Household Income	
$0 - 24999	6%
$25000 – 49999	20%
$50000 – 74999	26%
$75000 - 99999	21%
$100000 - 149999	16%
$150000+	10%

Source: Nielsen 2006

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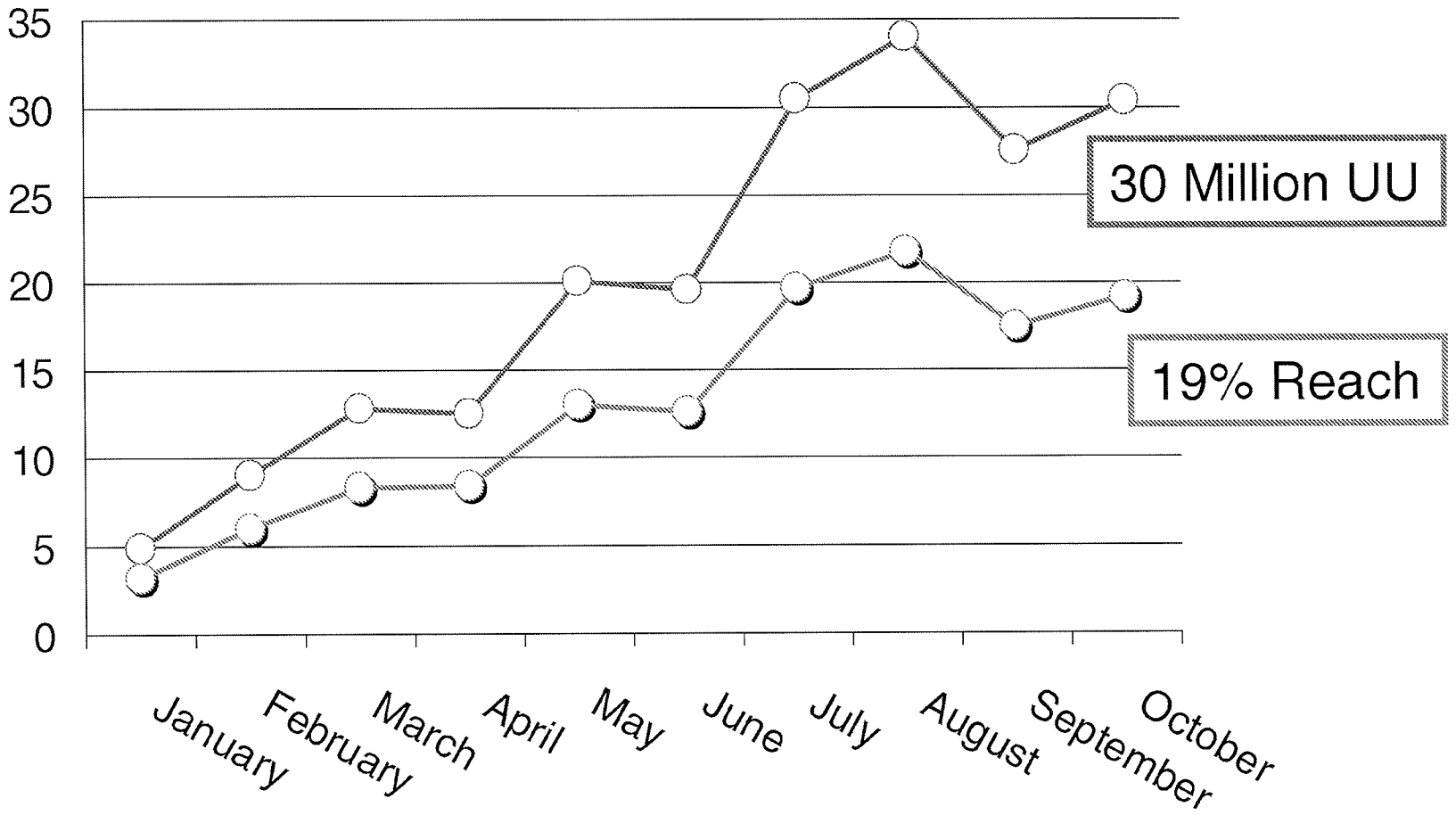
Unique Users & Reach Growth

October 2006



Source: Nielsen 2006

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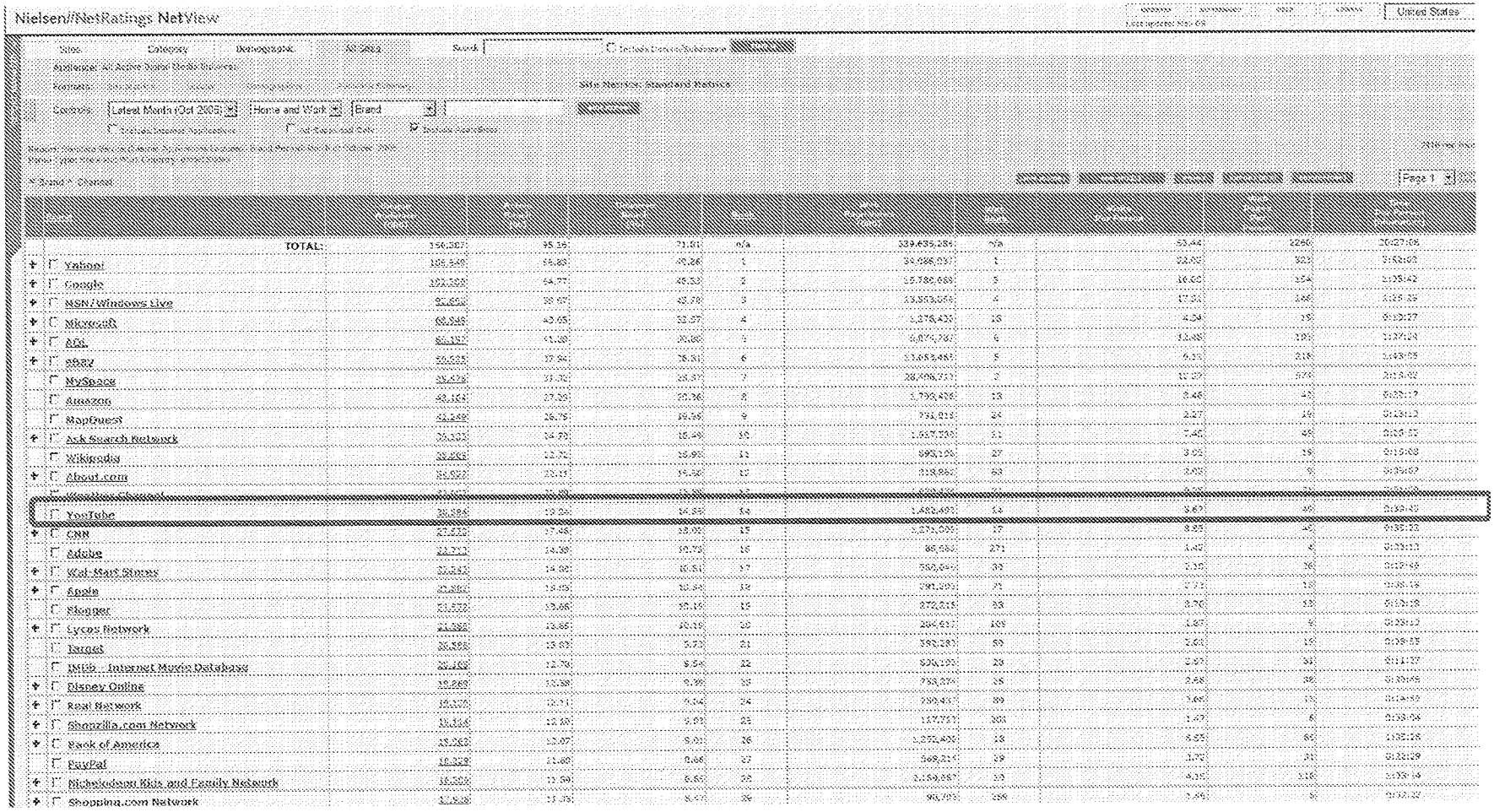
14th Largest Web Destination

October 2006



Source: Neilsen 2006

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User Demographics (USA only)

September 2006

		UU (millions)	% UU	% Page Views	Reach %
Age	All	27.7	-	-	18%
	< 18	4.5	16%	24%	14%
	18 - 34	6.3	23%	31%	20%
	35 - 49	9.9	36%	34%	23%
	45 +	9.8	36%	27%	15%
Gender	Male	15.5	56%	66%	21%
	Female	12	44%	34%	15%
Stickiness	Time/UU = 33 min ; Sessions per month = 3.13 Pages per Person: 46*				

*** Contrast to Myspace: 550 Pages/Person**

Source: Nielsen 2006

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Comparative Reach Vs. Cable TV

Average Daily Visitors to YouTube August 2006: 6,745,962

Top 20 Cable Networks By Average Daily Primetime Reach

	Network	(000)
1	USA	2,583
2	NICK	2,514
3	DISNEY	2,372
4	TNT	2,259
5	ESPN	2,107
6	TBS	1,723
7	NICK/NITE	1.627
8	LIFETIME	1,596
9	TOON	1,556
10	FOXNC	1,548

	Network	(000)
11	SPIKE	1,234
12	FX	1,237
13	FAMILY	1,149
14	HISTORY	1,086
15	SCI-FI	1,071
16	HALLMARK	1,052
17	TV LAND	1,051
18	DISC	1,029
19	COMEDY	1,004
20	MTV	966

Source: Nielsen, May 2006
Source: DART, August 2006

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Audience – YouTube vs. The Competition

Site	Level	Unique Audience [000]	Active Reach (%)	Web Page Views [000]	Sessions Per Person	Web Pages Per Person	Time Per Person (hh:mm:ss)
YouTube	Parent	27,627	17.58	1,269,813	3.13	46	0:33:45
Google Video	Channel	16,676	10.61	241,630	1.96	15	0:07:16
MSN Video	Channel	12,607	8.02	52,521	2.37	4	0:08:05
Yahoo! Video	Channel	5,699	3.63	124,538	1.96	22	0:06:11
Metacafe	Parent	3,066	1.95	101,433	2.36	33	0:25:58
Heavy.com	Parent	2,706	1.72	6,643	1.44	2	0:01:05
iFILM	Brand	2,138	1.36	12,990	1.83	6	0:02:01
Atom Films	Brand	1,247	0.79	4,775	1.25	4	0:02:43
Grouper^	Parent	870	0.55	5,299	1.05	6	0:01:54
GUBA	Parent	713	0.45	27,267	2.22	38	0:17:39
Veoh*	Brand	706	0.45	2,045	1.47	3	0:02:53
Revver*	Parent	448	0.29	1,793	1.1	4	0:06:51

Source: Nielsen 2006

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Ad Inventory

October 2006

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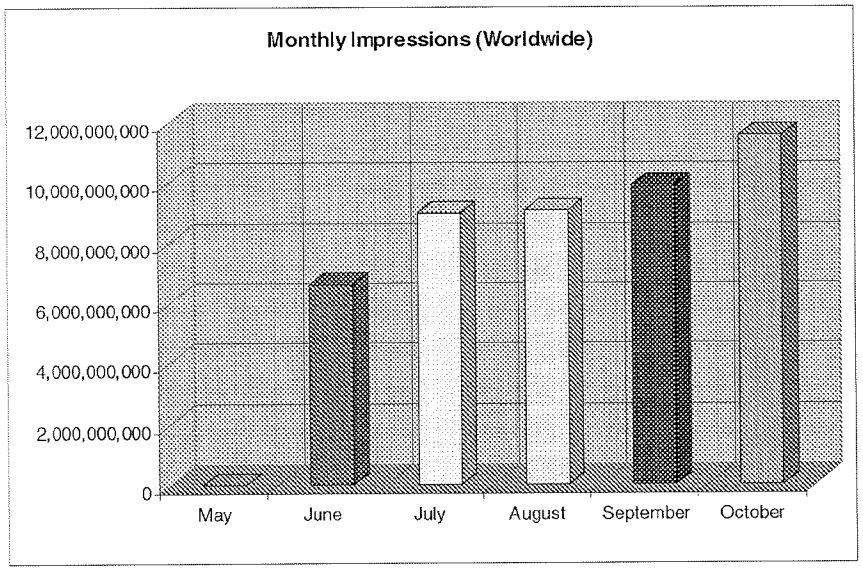
GOOG01-02338162

Summary

Ad Impressions per month (Average)		
	Average	High
United States	2.8 Billion	4 Billion
International	6 Billion	8.5 Billion
Total	8.8 Billion	11.5 Billion

Source: DoubleClick 2006



Highlights

- 12.5% (Avg) month over month growth
- October 2006 ***11.5 B*** Impressions ** highest month to date
- Forecasting 8% month over month growth into 2007
- Projection ***25.B*** Impressions by August 2007

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GOOOO1-02338163

September 2006

By Content Filter

Percentages of Clean vs. Non-Clean Inventory (WORLDWIDE)		
	%	Total
Safe	35%	1.8 B
Risky	65%	3.2 B

Source: DoubleClick 2006

Percentages of Clean vs. Non-Clean Inventory (US ONLY)		
	%	Total
Safe	35%	490 MM
Risky	65%	900 MM

Source: DoubleClick 2006

Safe = C,N,A

Risky = R, F, H

Safe content is only 35% of our inventory!

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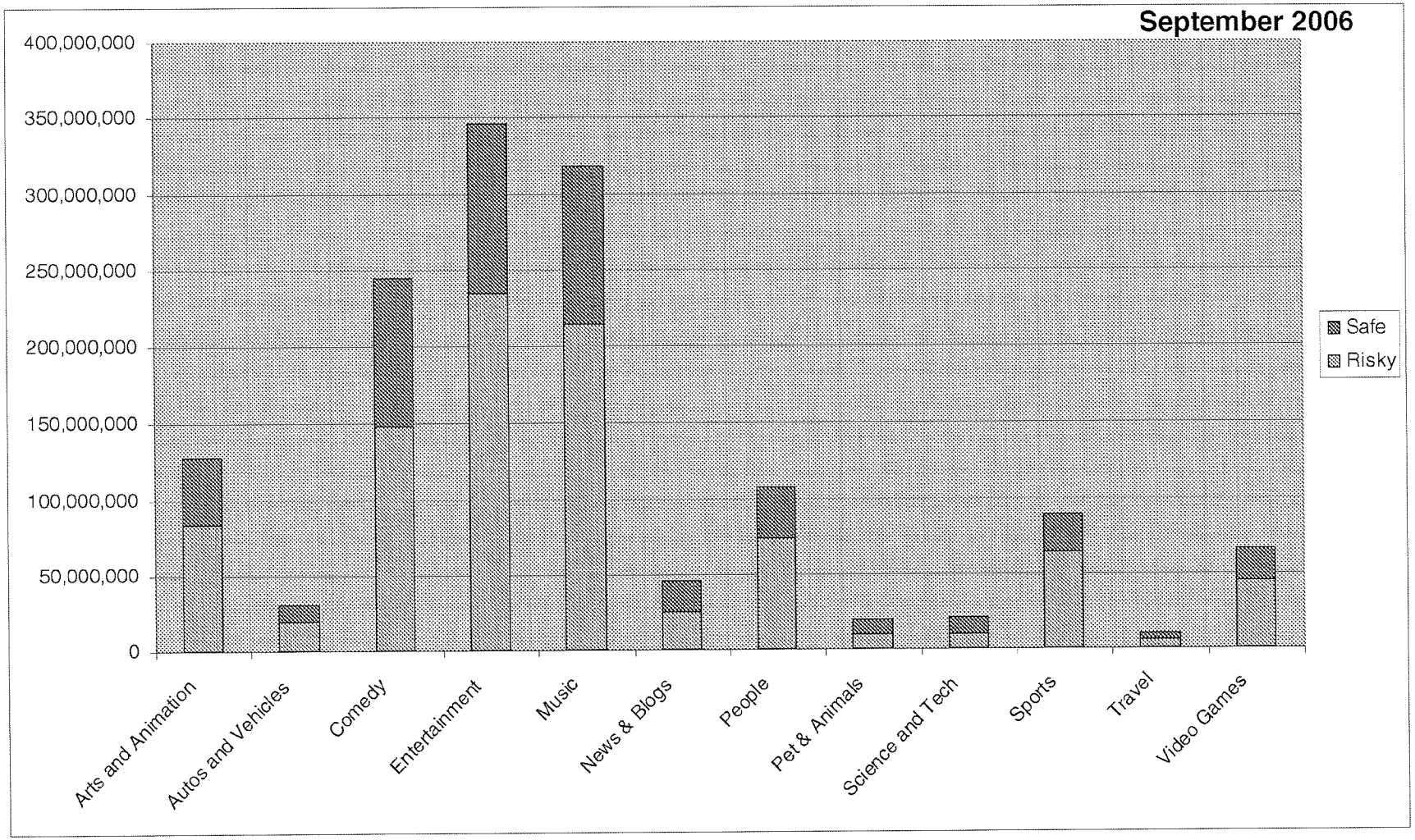
By Channel, By Watch Page Categories



Source: DoubleClick 2006

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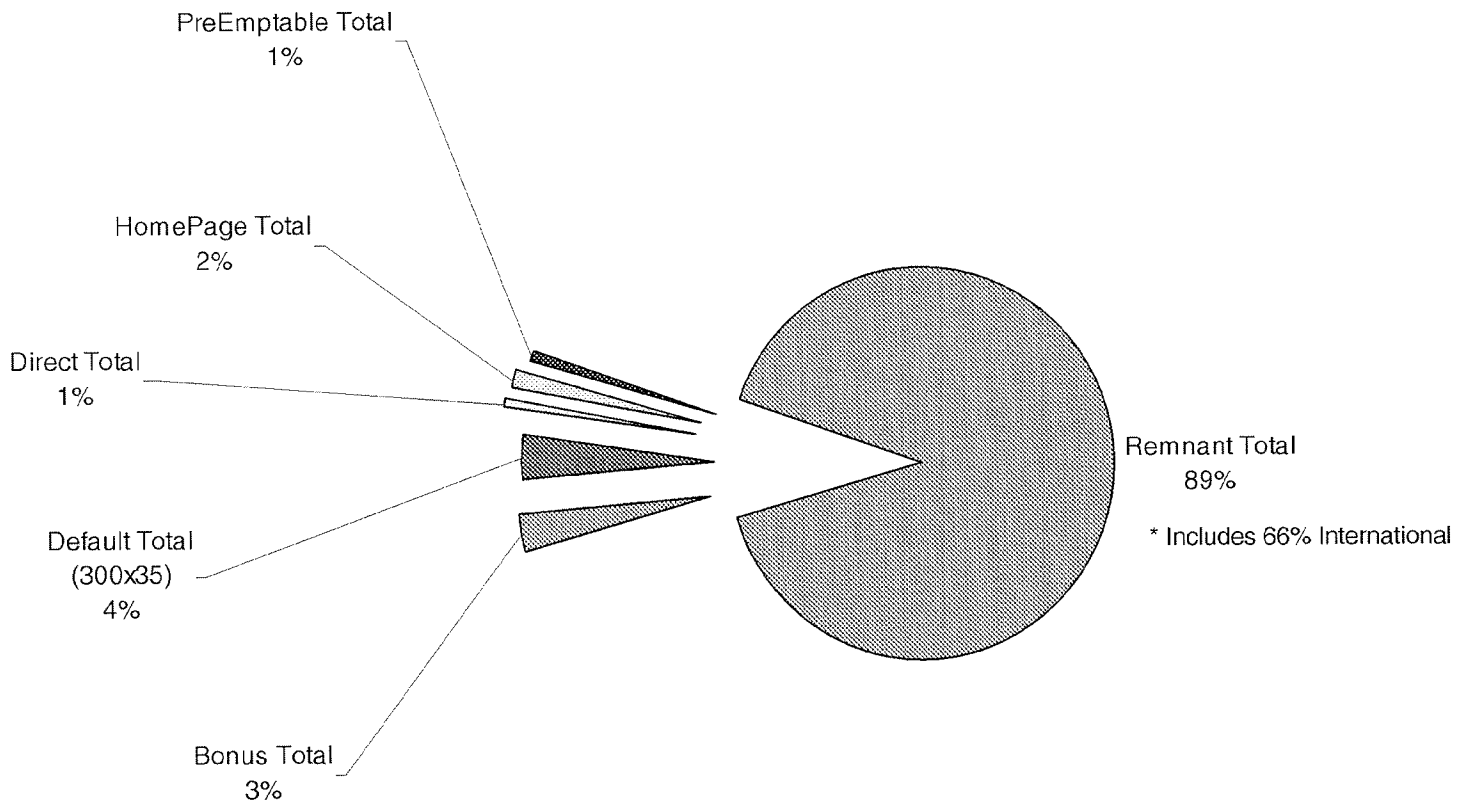
Impressions By Ad Type, All

September 2006



Direct = $3.00+ / Pre Emptible = $1-3.00 / Remnant = >$1.00

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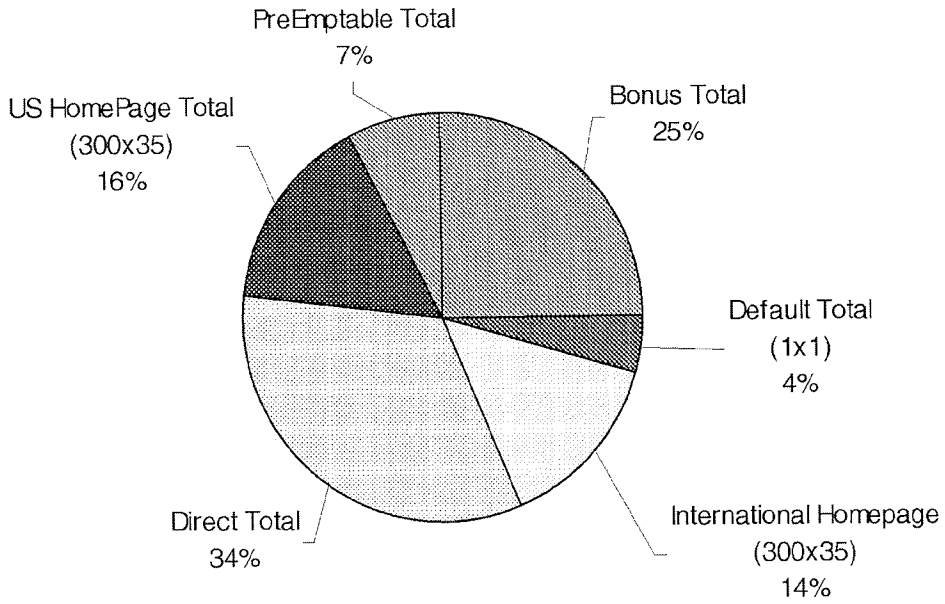
Impressions By Ad Type, with International (No Remnant)

September 2006



Direct = $3.00+ | Pre Emptible = $1-3.00 | Remnant = > $1.00

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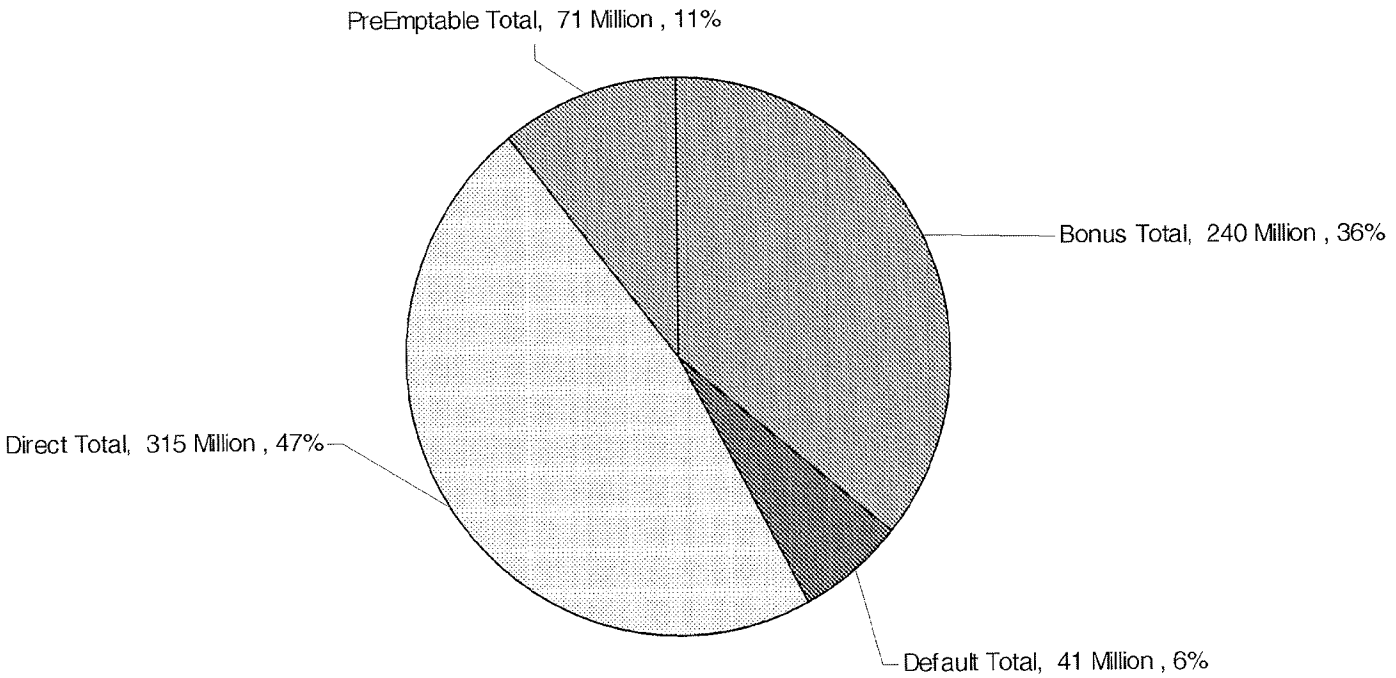
IAB Standard Ads, Exclude International (No Remnant)

September 2006



Direct = $3.00+ | Pre Emptible = $1-3.00 | Remnant = > $1.00

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GOOGL-02338168

September 2006

By Channel

Channel Impressions per month				
	US	International	Total	%
Categories	27 M	55 M	**82.6 M**	**1%**
Channels	8 K	33 K	**41 K**	**.0003%**
College	80 K	45 K	**125 K**	**.001%**
Contests	1 M	400 K	**1.4 M**	**.012%**
Groups	10 M	17 M	**27 M**	**.2%**
Home	204 M	391 M	**595 M**	**5%**
Members	119 M	153 M	**272 M**	**3%**
Search Results	2 B	4.5 B	**6.5 B**	**52%**
Upload	1.6 M	3 M	**4.6 M**	**.04%**
Videos	114 M	166 M	**280 M**	**3%**
Watch	1.4 B	3 B	**4.4 B**	**36%**

Source: DoubleClick 2006

Watch & Search channels represent 88% of US & International Ad Impressions

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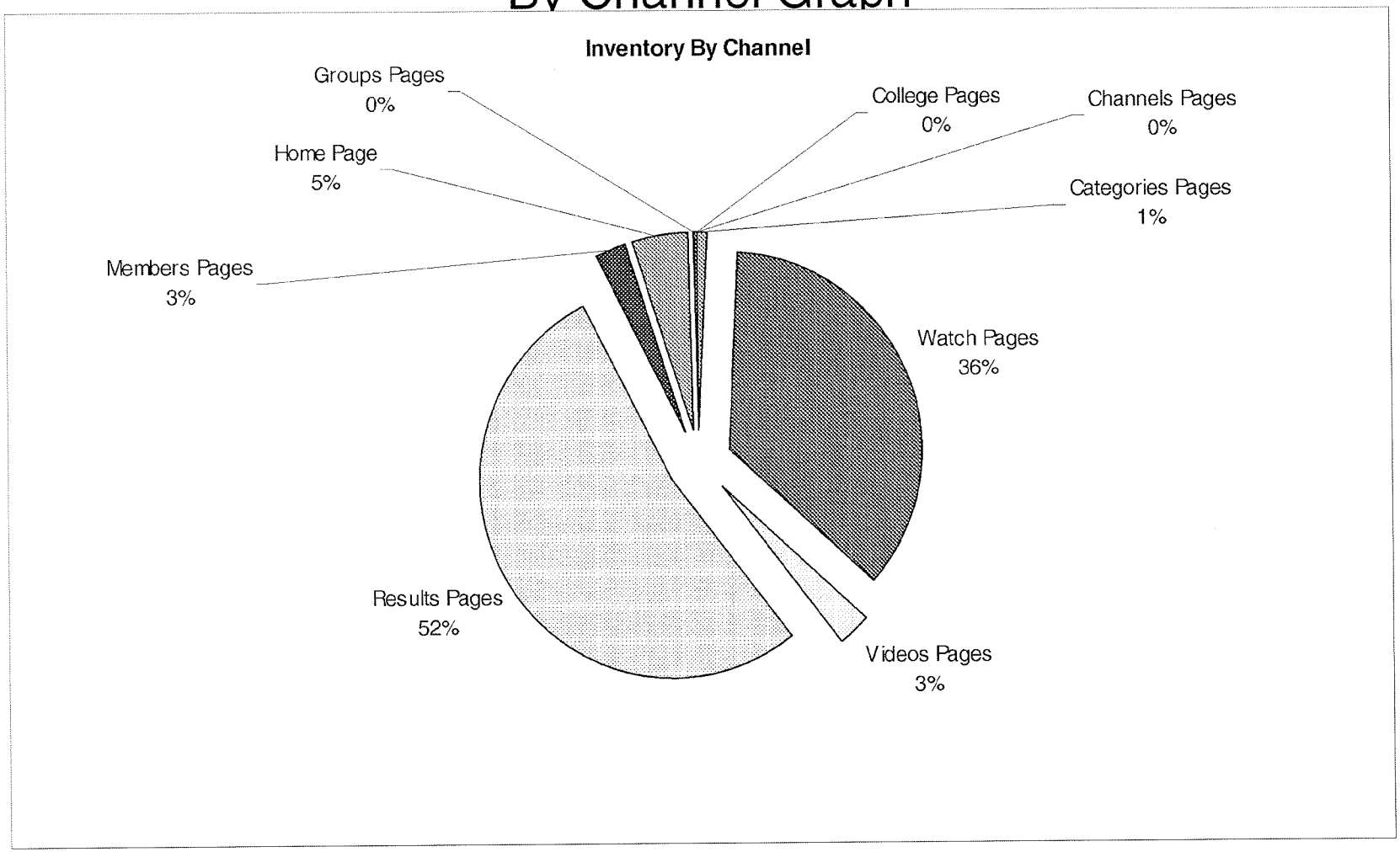
September 2006

By Channel Graph



Source: DoubleClick 2006

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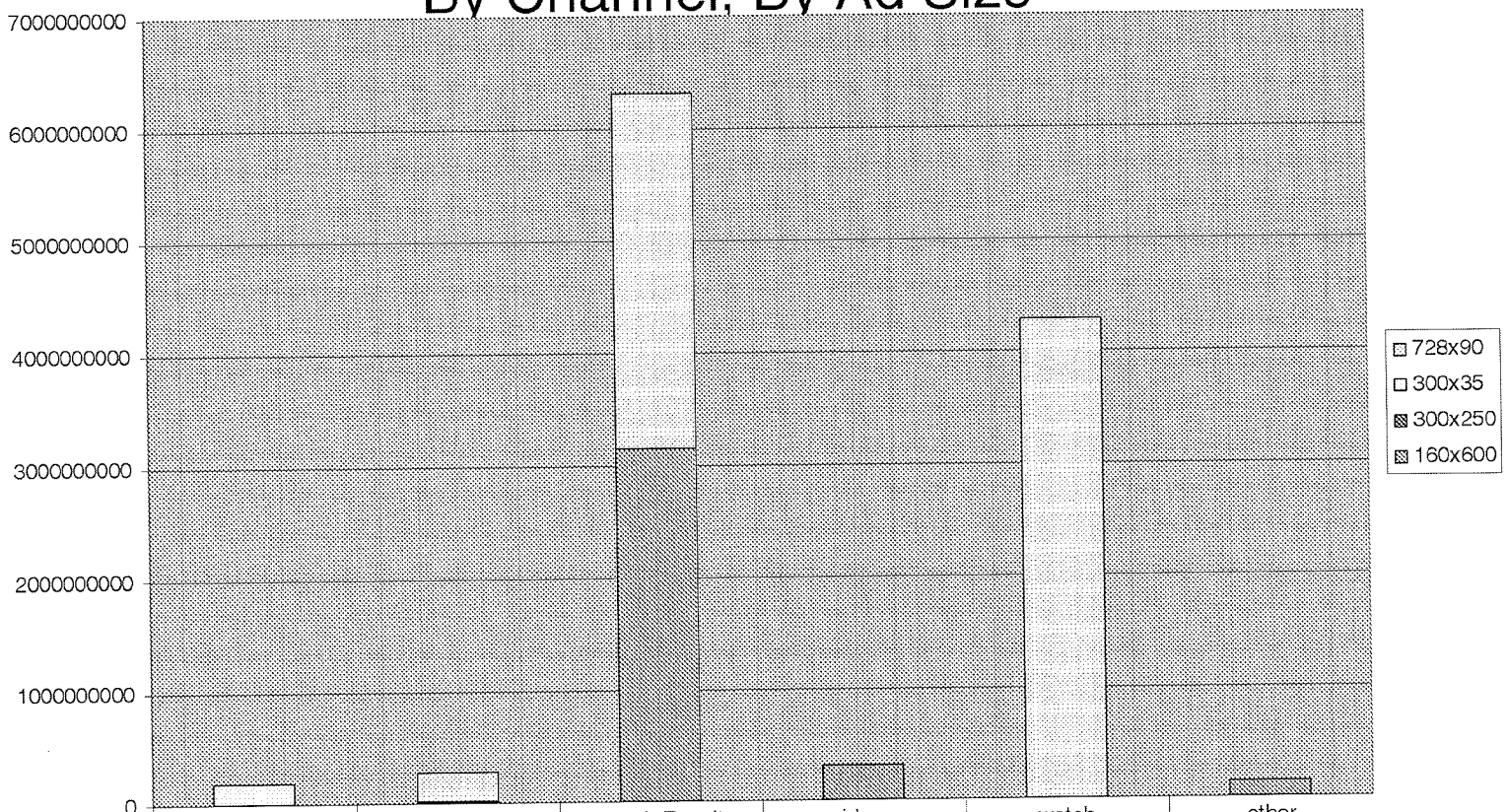
September 2006

By Channel, By Ad Size



	home	members	Search Results	videos	watch	other
728x90	16462	256794413	3158101652	393959	4276648707	88190
300x35	183912914					
300x250						702518
160x600		15130442	3145332501	308740813	1	135348044

Source: DoubleClick 2006

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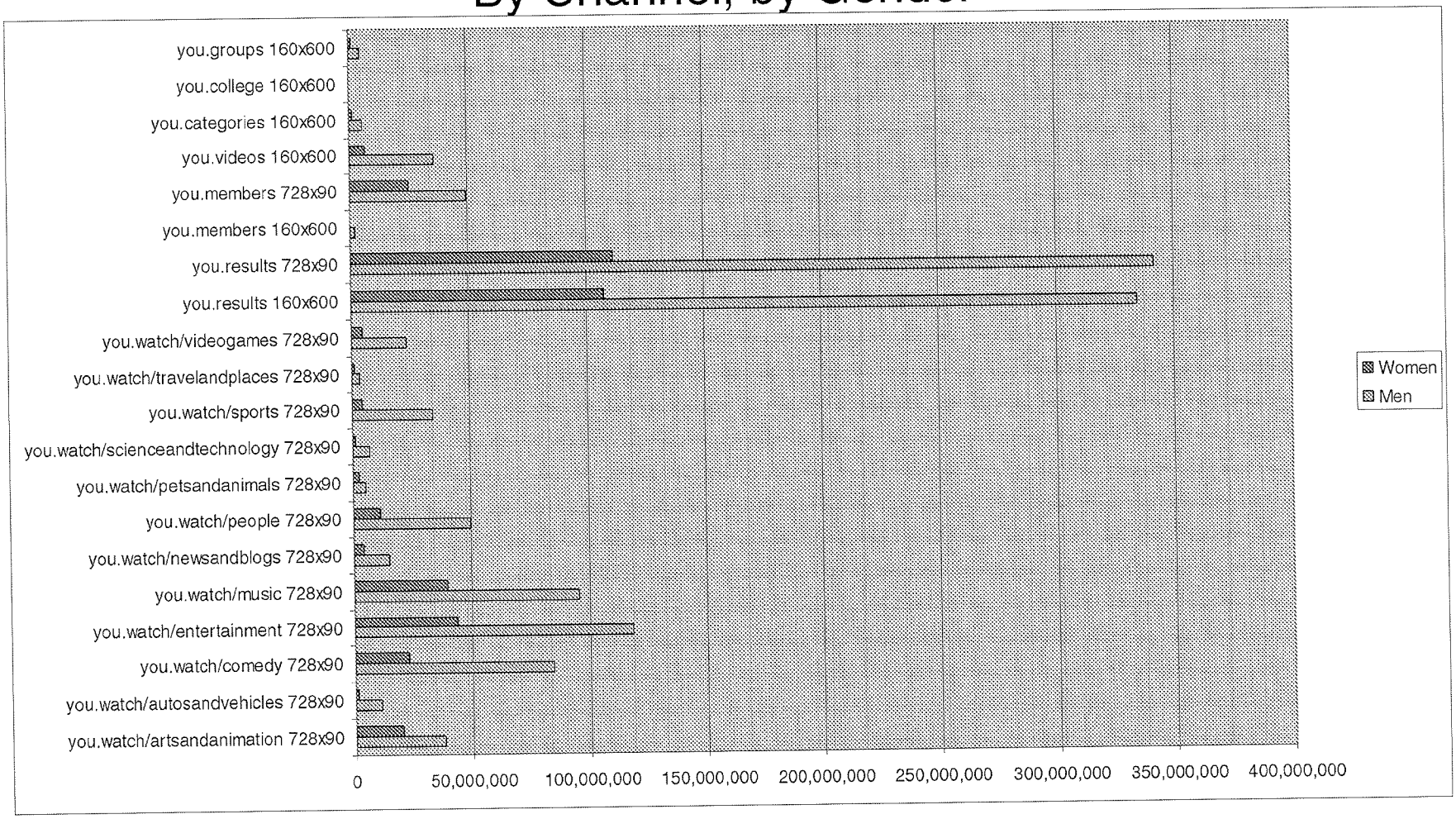
G00001-02338171

September 2006

By Channel, by Gender



Source: DoubleClick 2006

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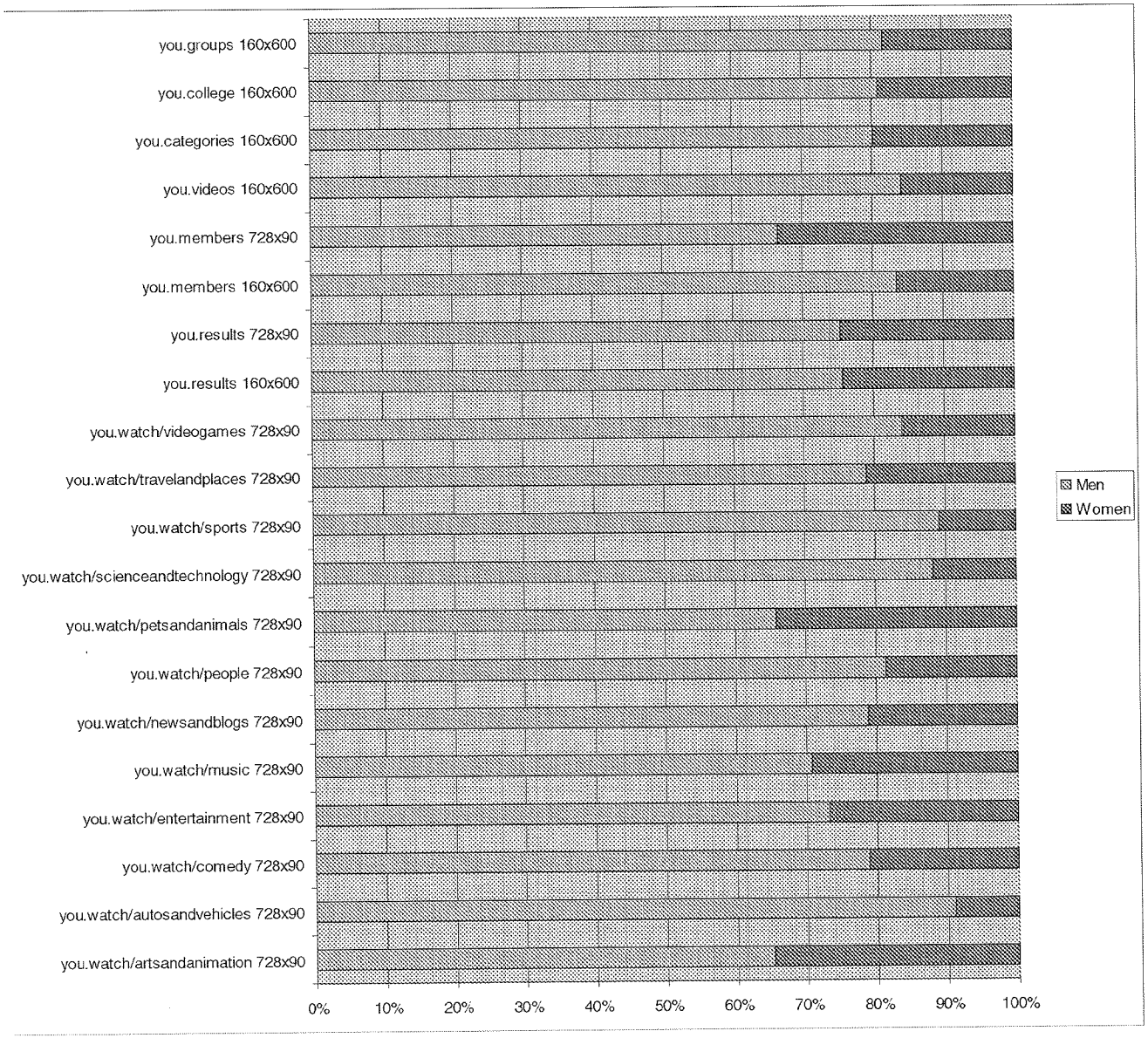
By Channel, by Gender (%)

September 2006



Source: DoubleClick 2006

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GOOGL-02338173

Ad Impressions – By Day of Week, entire site

* Note these impressions are US only across the entire site, and represent a running average.

Day	Totals US	Percentage of weekly traffic(%)
Sunday	137 M	16%
Monday	115 M	13%
Tuesday	122 M	14%
Wednesday	122 M	14%
Thursday	112 M	13%
Friday	124 M	14%
Saturday	129 M	15%

Numbers show higher usage on the weekends

Source: DoubleClick 2006

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Homepage Ad Impressions – By Day of Week

September 2006

* Note these impressions are US only, and represent a running average.

Day	Totals US
Sunday	7 M
Monday	6.5 M
Tuesday	6.3 M
Wednesday	6.8 M
Thursday	6.6 M
Friday	7.2 M
Saturday	7 M

Source: DoubleClick 2006

Friday is the highest, followed by the weekend (Sat & Sun)

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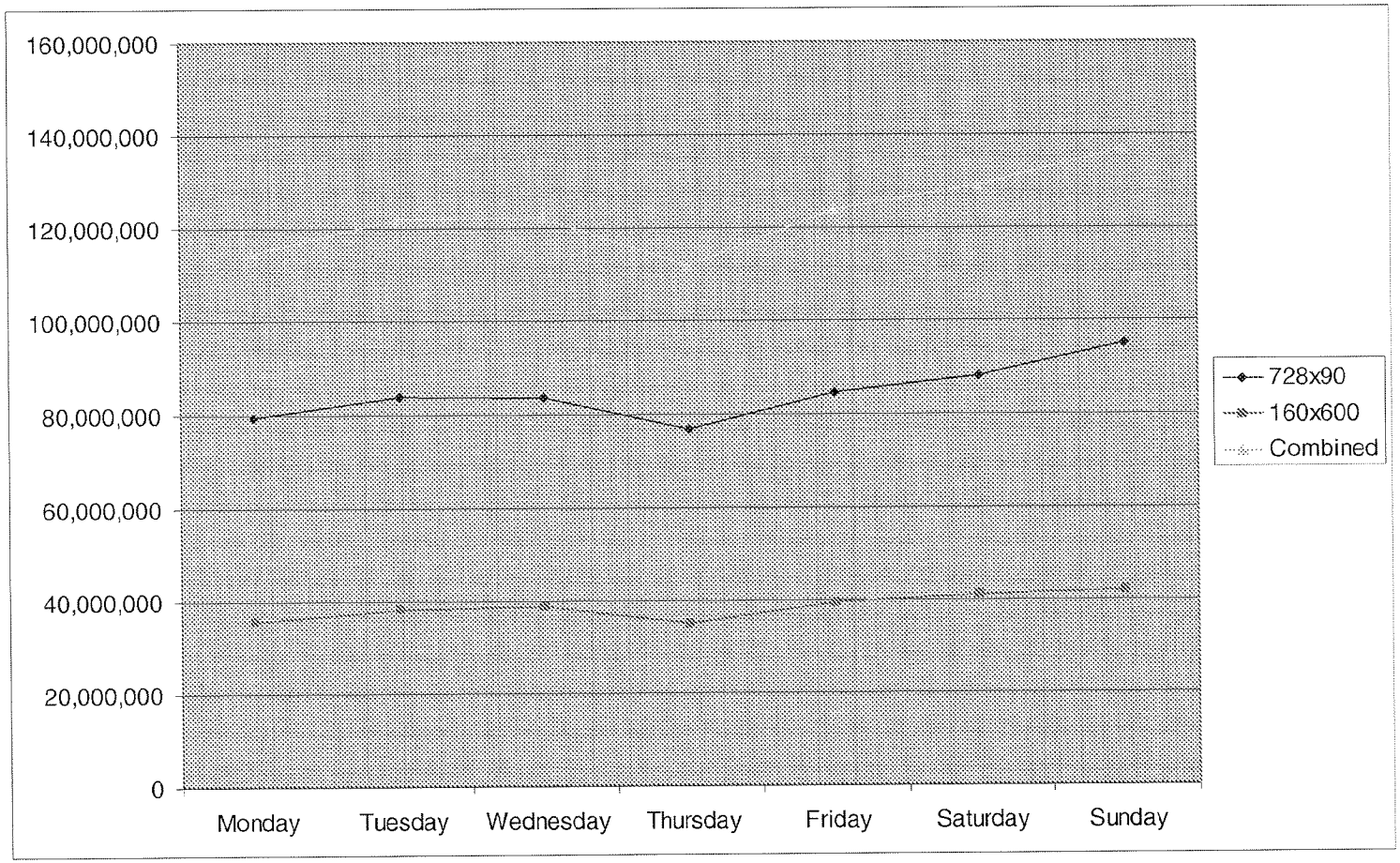
Ad Impressions – By Day of Week, By Ad Size

* Note these impressions are Worldwide across the entire site, and represent a running average.



Source: DoubleClick 2006

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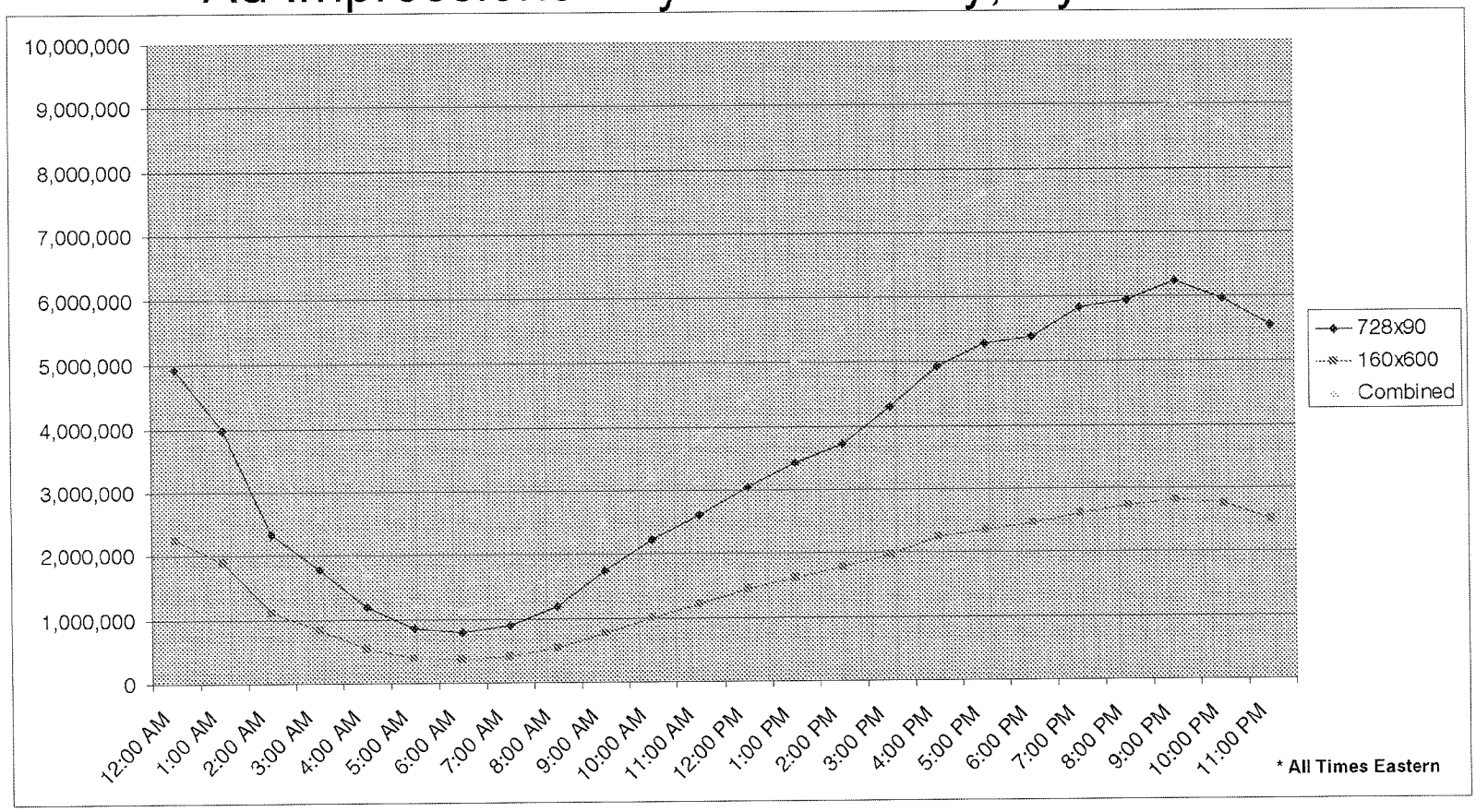
Ad Impressions –By Time of Day, By Ad Size



Impressions peak at around 7pm pst / 10 pm est

Source: DoubleClick 2006

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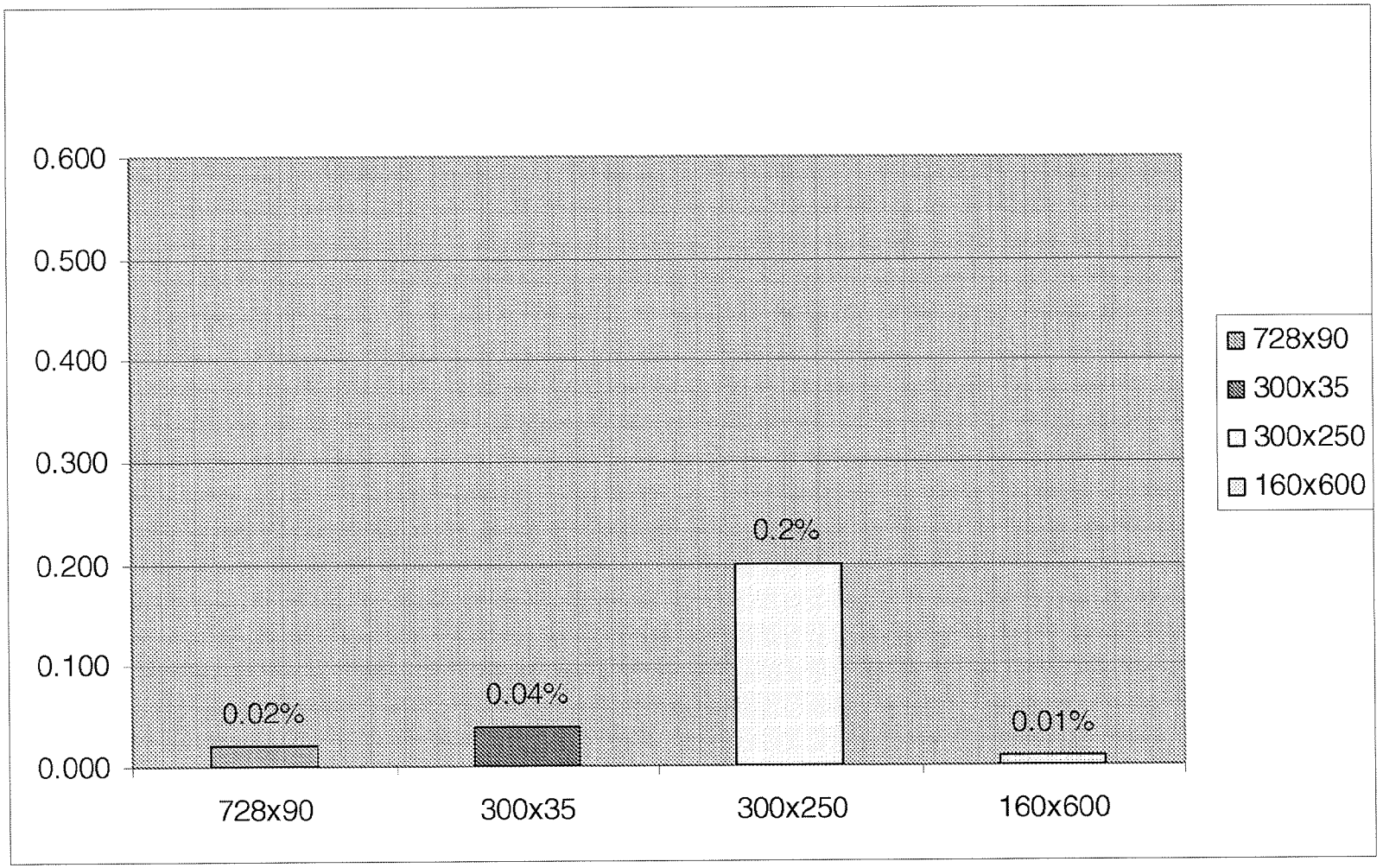
GOOG01-02338177

Ad Impressions – Unit Performance Click Thru (CTR)



Source: DoubleClick 2006

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September 2006

Targeting FAQ's

Percentage Target-able Impressions By Demo Monthly (US Only)				
Unit	**Untargeted**	**Target-able**	**Percentage Target-able**	**Total Monthly Impressions**
160x600	588 M	491 M	46%	1.08 B
728x90	1.3 B	1.1 B	47%	2.4 B

- In September 7% of Sold Impressions were Demo Targeted
- Accounted for 9% of Revenue
- CPM were on average 118% higher

Source: DoubleClick 2006

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eCPM

October 2006

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eCPM

YTD 2006

YTD 2006 (US ONLY)	eCPM	HIGH CPM	Detail	% of Traffic
ALL Standard Ad Sizes (US)	$3.41	$15	Believe in It Baby (Targeted to Search Results)	
Watch pages (US)	$5.10	$12.57	2KSports (Age, Gender, Clean Targets)	36%
Videos (US)	$1.73	$10.00	Lee Daniels Entertainment (728x90)	2%
Groups (US)	$0.75	$10.00	Lee Daniels Entertainment (728x90)	22%
Search Results (US)	$2.19	$15	Targeted to Search Results (fanatics, fan, sports, starter, football)	52%
PVA (US)	$7.68	$15.40	100k Ditty Campaign	5%

Standard IAB Units eCPM YTD is $3.41

Source: DoubleClick 2006

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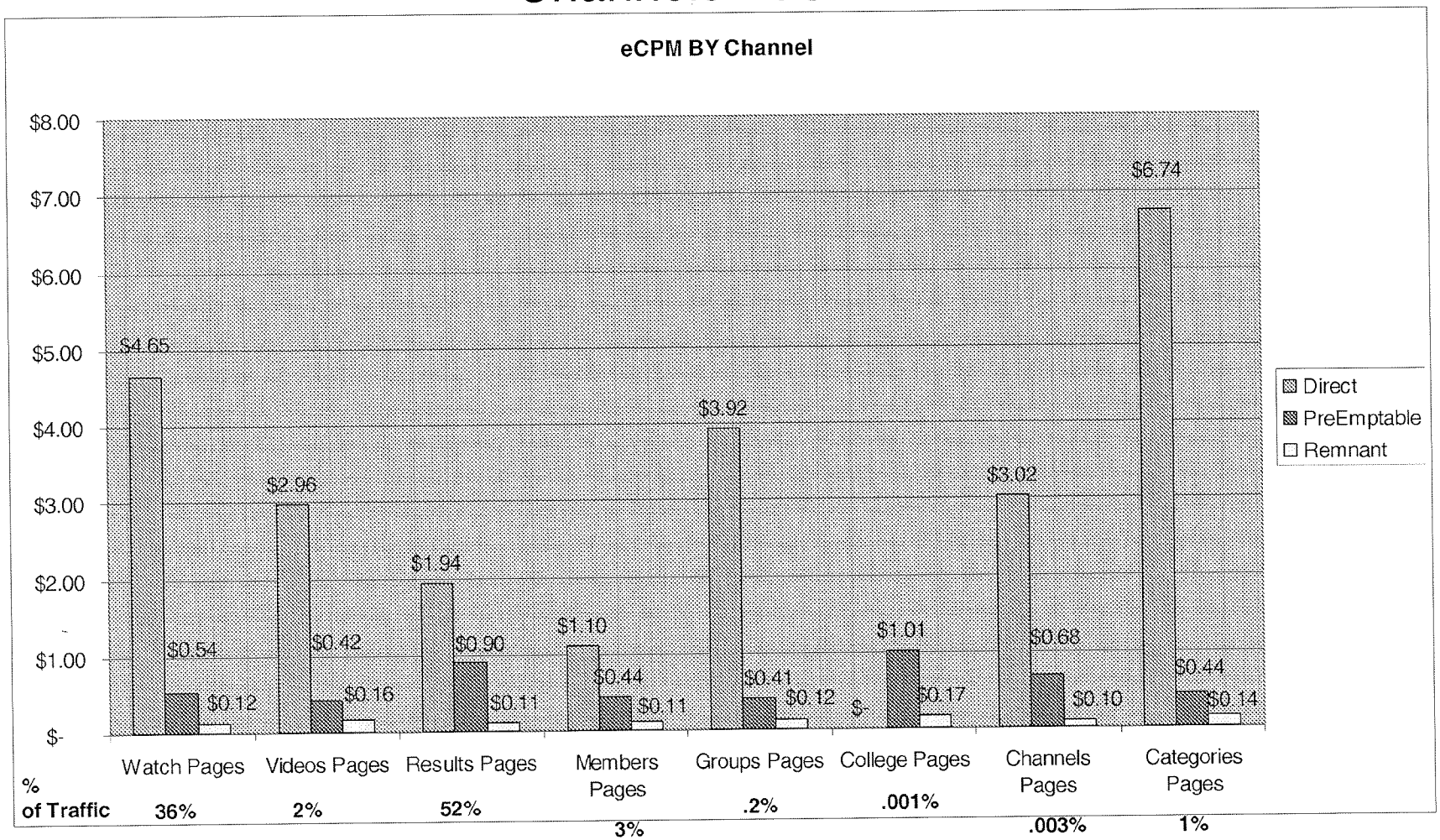
September 2006

Channels - eCPM



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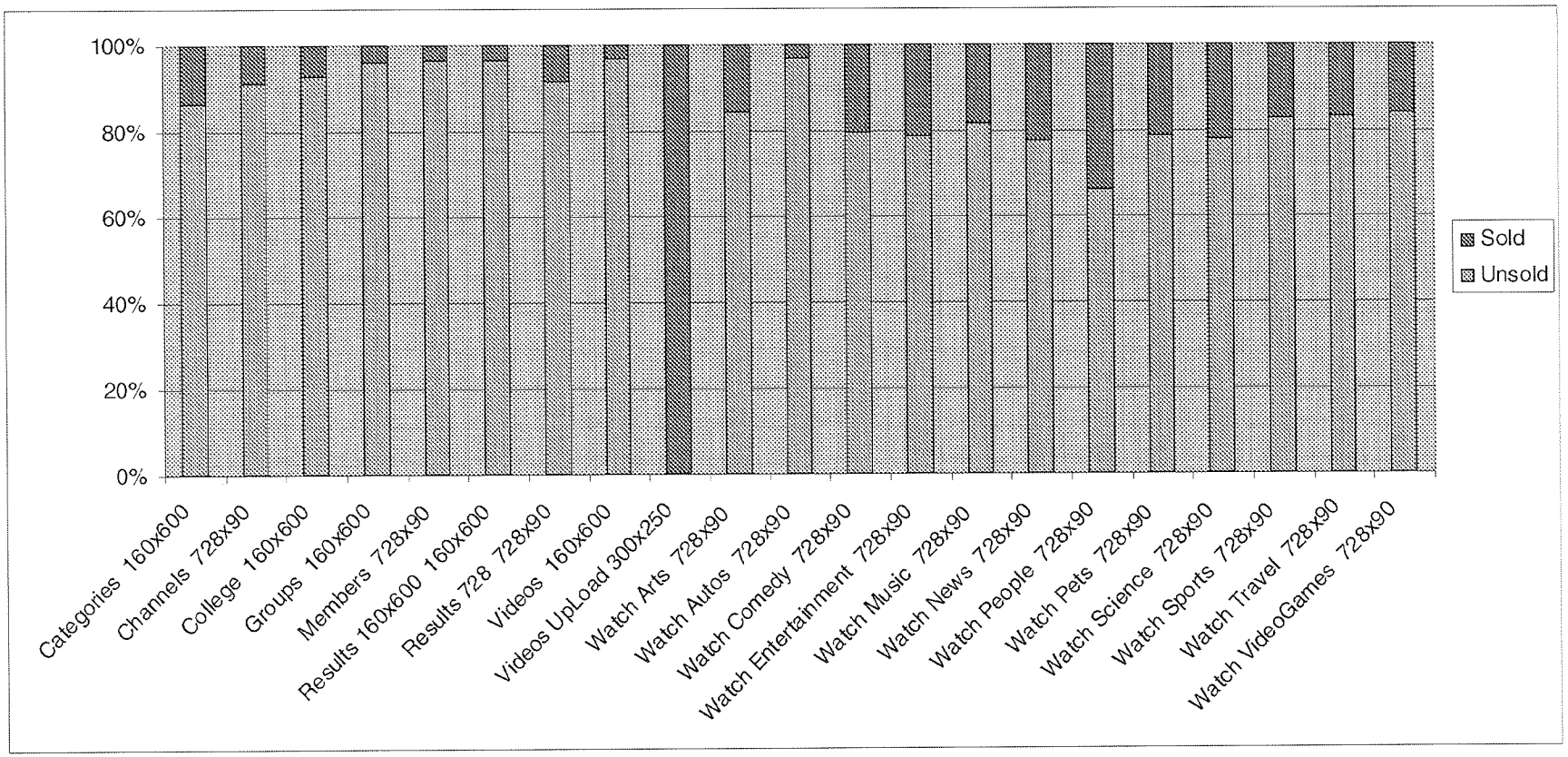
Channels – Sell Thru %

September 2006



* Premium inventory only – no remnant

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Product Baselines

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Product Baselines – FULL SITE ROADBLOCKS

* Note these impressions are US only across the entire site, and represent a running average.

Product FULL SITE ROADBLOCK (ONE DAY)	Average Totals per Day	CPM	CPM Rate	Floor CPM	Floor Rate
PVA	6,500,000	$15	$97,000	$12	$78,000
Standard Ad Units 728x90, 160x600	120,000,000	$8	$960,000	$5	$600,000

Source: DoubleClick 2006

Product JUST IAB AD UNITS	Average Totals per Day, per Hour	CPM	CPM Rate	Floor CPM	Floor Rate
Standard Ad Units 728x90, 160x600	5,000,000	$8	$40,000	$5	$25,000

Source: DoubleClick 2006

Premiums should be added for Roadblock + additional targeting (Day part, Geo, etc)

A "One Day Full Site" Roadblock per week = Potential high earnings in 2007 @ $55 Million

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